

Thank you for volunteering to be a Team Captain!

10 STEPS TO TEAM SUCCESS!

1. START TODAY!

- 2. Form a team** - Recruit your friends, family, co-workers and neighbors to unite with you by becoming your team member and also fundraising on behalf of the American Liver Foundation. Pick a name for your team and build team pride! Have each team member complete a registration form (located in each Liver Walk brochure) and send it in to ALF or ask them to register online at <http://walkgny.goliver.org> (Each person only needs to register once.)
- 3. Register your team online** – While you only need to register once for the event, you can register online as well via mail to help you recruit team members and secure donations. You can register your team online by going to: <http://walkgny.goliver.org> and following the instructions. Once you have registered your team, have each team member go to our website and register online. A fundraising page will be created for them and they can email everyone they know and ask for the much needed donations for the ALF.
- 4. Set a fundraising goal of at least \$250.00 per team member-** Encourage each person to reach it by starting early and asking everyone they know for support! Remind them of the importance of their efforts and speak with them regularly to keep them motivated to hit their individual and team goals!
- 5. Don't be afraid to ask!** - Sending an email to everyone in your email address book...even contacts that you think may not respond...is a great idea. You may be surprised at how many people will support your efforts. Plus, even if they do not join your team or make a donation, you have increased their awareness about liver disease-a very important goal of the event!
- 6. Personalize the enclosed Sample Request Letter-** Email it to everyone in your email address book or send it to everyone on your holiday card list.
- 7. Make a list of businesses in your community that you support-** (CPA, lawyer, car dealer/mechanic, landscaper, salon, coffee shop...) Give them the local Sponsorship Opportunities and ask for their support. If they are unable to be a sponsor, ask for a tax-deductible donation.
- 8. Ask your company about their matching gift program-** and encourage your team members and donors to do the same. You can easily DOUBLE the amount that you raise!
- 8. Prepare for the day of the event-** Make sure you pick a meeting time and spot for your team and that everyone has directions and appropriate transportation information. Remind all team members to bring the money they have collected with them to the Liver Walk so they can turn it in at the registration table that morning.

10. ENJOY LIVER WALK 2008!